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Deepfake AI Detection Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Component (Software and Services), Deployment (Cloud and On-Premises), Enterprise Size (Large Enterprises and SMEs), Industry Vertical (Media and Entertainment, BFSI, Government and Politics, Healthcare and Life Sciences, IT and Telecom, Retail and E-Commerce, and Others), and Geography

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Abstracts

The deepfake AI detection market size was valued at US$ 213.24 million in 2023 and is expected to reach US$ 3,463.85 million by 2031; it is estimated to record a CAGR of 41.7% from 2023 to 2031.

The deepfake AI detection market is segmented into five major regions—North America, Europe, Asia Pacific (APAC), the Middle East & Africa (MEA), and South & Central America. North America dominated the market in 2023, followed by Europe and Asia Pacific, respectively. The deepfake AI detection market in North America is segmented into the US, Canada, and Mexico. The well-established infrastructure in developed countries, such as the US and Canada, helps manufacturing firms explore the limits of science, technology, and commerce. North America is home to most major market players, such as IBM Corporation; Oracle; BMC Software, Inc.; ServiceNow Inc.; and Broadcom. The region has further witnessed massive adoption of technologies such as machine learning, artificial intelligence, robotics, automation, digitalization, and blockchain during 2021-2023 in all major sectors. With the increasing penetration of digitalization in various industries, artificial intelligence has become an important part of

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companies to automate the process and achieve efficient production. This has also increased the identity fraud rates and deepfake attacks in the from 2021 to 2023 in the region. For instance, according to the data from Sum and Substance Ltd (UK), Canada experienced the highest rate of deepfake attacks, increasing by 3,000%, followed by Mexico (700%) and the US (477%) from 2022 to 2023. Therefore, a rise in AI-generated deepfake attacks in the region fuels the deepfake AI detection market.

The Asia Pacific deepfake AI detection market is segmented into India, China, Australia, Japan, South Korea, and the Rest of Asia Pacific. These countries are experiencing a gradual increase in the adoption of advanced technologies such as artificial intelligence, big data, robotics, automation, etc. Digital capabilities are continually being developed in the region to maintain competitiveness in the long term. Governments of various countries in the region are taking strategic steps toward digitalization. For example, in February 2023, the Government of China released the overall plan for the development of a digital China. In addition, the plan is to promote the use of digital technologies in the areas of economics, politics, culture, social affairs, and environmental sustenance.

In March 2022, the Australian Government announced an investment of US$ 74.91 million (AU$ 107.2 million) to modernize the country’s healthcare system by using artificial intelligence and other advanced technologies. Therefore, the growing number of healthcare digitalization initiatives is expected to fuel fraudulent attacks by scammers by using deepfake to spread misinformation or misuse of the data in the coming years.

Based on deployment, the global deepfake AI detection market is bifurcated into cloud and on premises. The cloud segment dominated the market for enterprise size in 2023 owing to increasing adoption by banking, media & entertainment, insurance, and financial services organizations. Cloud technology is being increasingly adopted across all industries owing to the growing awareness of its benefits and the increasing amount of data from deepfake AI detection tools. The cloud-based solution provides access through the internet. It has robust processing power and storage space, allowing quick tracking of data detected by deepfake and thereby enabling customer behavior analysis. Owing to the rising adoption of cloud-based software solutions across industries, vendors of deepfake AI detection tools are also focusing on the development of new and advanced solutions.

A comprehensive survey by TSO Logic concluded that 45% of existing virtual machines run more efficiently in the cloud. Cloud migration through rightsizing (eliminating over-provisioning found in 26% of machines surveyed) would result in a 36% savings compared to current operating costs. In many cases, this would cover the costs of the

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cloud migration. According to Opsramp, nearly 94% of companies expect to reduce infrastructure setup and maintenance expenses and overall IT spending by migrating to the cloud. 80% of companies expect to reduce more than 30% of their IT Budgets to spend on cloud infrastructure in the next few years, which, in turn, is anticipated to fuel the demand for cloud-based deepfake AI detection tools or software in the coming years. Key players offering cloud-based deepfake AI detection software include Sentinel, HyperVerge, and Attestiv Inc.

Sightengine; Clarity; FaceOnLive; Buster.Ai; SpoofSense; Facia.ai; Kroop AI; Reality Defender Inc.; Au10tix; Microsoft; BioID; Sensity B.V.; ValidSoft; Sentinel; HyperVerge Inc.; DuckDuckGoose; McAfee Corp; deepfakedetector.ai; Attestiv Inc.; and Intel Corporation are among the key deepfake AI detection market players that are profiled in this market study.

The overall deepfake AI detection market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the deepfake AI detection market size. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the deepfake AI detection market.

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15. APPENDIX

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